(modified PTO/SB/08A)

U S Department of Commerce Patent and Trademark Office			*Complete if Known*	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT *(use as many sheets as necessary)*			Application Number:	**10/750,363**
			Filing Date:	**December 31, 2003**
			First Named Inventor:	**Krishna BHARAT**
			Group Art Unit:	**3621**
			Examiner Name:	**Evens J. Augustin**
Sheet	**1** of **1**		Attorney Docket No.:	**Google-44 (GP-096-00-US)**

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No [1]	U S Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear

Examiner Initials*	Cite No [1]	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T[6]
		Office [5]	Number[4]				

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T[2]
	CB	Examiner's Report No. 2 for Australian Patent Application No. 2004311786 dated June 11, 2009 (3 pgs.)	
	CC	Langheinrich, et al., "Unintrusive Customization Techniques for Web Advertising," Computer Networks (1999) (18 pgs.)	

Examiner Signature	/Evens Augustin/	Date Considered	11/08/2009

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609 Draw line through citation if not in conformance and not considered Include copy of this form with next communication to applicant

1 Unique citation designation number 2 Applicant is to place a check mark here if English language translation is attached

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /EA/